Active Behind Airwave WCSR Buzzes Inwardly

SCAN THIS

by Anne Rickenbaugh

Modern scientific research has perfected the automobile, the airplane and the airwave, and the mind of modern youth has produced the campus radio station. Throughout the United States campus stations broadcast student news and views. WCSR, the Smith radio station, claims over $4000 worth of equipment, a staff of 130 students, about sixty-five hours a week on the air and membership in a regional college network.

After two years of planning WCSR opened in January of 1949. The college paid for the station by a two dollar per person increase in blanket tax. Since that time WCSR has supported itself by national and local advertising.

Housed in a small building near Davis Center, the station has a control room with a control panel, two turntables, a microphone and an announcer's booth; on the other side of a glass partition is the studio furnished with a piano, a round table, two microphones and a synchronized Western Union clock. Two smaller rooms store advertising files, script catalogues, the record library and radio logs.

Here a staff of 130 headed by Station Manager Selma Pierson experiment in broadcasting techniques and produce the programs sent over the Smith airwaves. Future financiers, efficiency experts, and promotion executives are trained in the Business, Advertising and Publicity departments. Actresses, announcers, script writers and directors create and produce the broadcasts under the direction of Nancy Kugel, Head of Production. Edie Clark, Head of the Technical depart-

(*Continued on page* 6)

WCSR - - -

(*Continued from page* 1)

ment, supervises trained technicians who manipulate complicated controls. Twenty hours of work in any of the departments is a trial for membership at WCSR.

WCSR presents mostly musical shows, since many Smith students habitually relax between texts to the tones of a symphony or the tunes of the hit parade. Programs entitled "On Call," "Orchestra Hall" and other disc jockey programs are designed for this purpose. "Music in 1-8 Time" plays the assignments for Mr. Hall's Music 13 course on Thursday evenings.

The Music Department of WCSR under Judy Maraniss has access to an extensive record library. It has been added to with last year's $500 gift from Student Council. A gift of a transcription library consisting of filed and catalogued long playing records of the type used by commercial radio stations was recently made to WCSR. Nation recording companies supply popular records.

A number of programs are broadcast in the educational, informational and dramatic fields. "Inside Smith" discusses campus affairs; "Club Car" gives campus organizations an opportunity to produce their own publicity shows; "Vocational News" offers job hints. "Daily News," round table discussions, faculty interviews, and dramatic presentations are other popular features.

WCSR is a member of the Pioneer Broadcasting System including Smith, Amherst, University of Massachusetts and AIC in Springfield. This enables the station to have more hours on the air by bringing in programs from the other colleges and presents a greater variety of entertainment.

Pioneer Network Opening Institutes Inter-College Broadcasting Station

1950

The formal opening of the Pioneer Broadcasting system, a student operated radio network connecting Smith, Amherst, and the University of Massachusetts, will take place Wednesday evening, March 22, from 7-10 pm in Davis center. Personnel of the three stations and formally invited guests will attend the opening.

The official opening broadcast of what is believed to be the first direct line inter-collegiate radio network will emanate from Davis ballroom and will be heard over the three stations from 8-9 pm. Guest speakers will include Mr. Dave Rynne, Jr., representing MGM, and a representative of the governor of Massachusetts. A representative of *Mademioselle* will also be present to cover the events. Jim Baldwin of Amherst will be the master of ceremonies.

Pat Butler, 1950, is in charge of the formal opening. Marilyn Moss, 1952, will handle the invitations, and Mary Lou Wagman, 1951, is arranging for the decorations. Refreshments are in the charge of Jane Heiman, 1951, and Gerry Wilhoff of Amherst. Edith Clarke, 1951, is the head of the hostess committee. Check room committee head is Susan Tuttle, 1952; Eleanor Echikson, 1950, and Robert Vance, Amherst station manager, are in charge of the actual broadcast from 8-9 pm.

A Pioneer Broadcasting system banquet will be held before the opening and will include the radio station personnel of the three stations and the guest speakers.